PHILIP MORRIS INTERNATIONAL INC. INTER-OFFICE CORRESPONDENCE
800 WESTCHESTER AVENUE, RYE BROOK, NY 10573

TO: Nancy Brennan-Lund **DATE:** March 2, 1993

FROM: Robert P. Roper, Jr.

SUBJECT: Marlboro Racing Helmut

I was in Europe last week reviewing our marketing plans, including Marlboro diversification. I understand that PM USA is considering using the Marlboro Racing Helmet, which is currently made under license by Bieffe, and which is part of our diversification program in Europe. It is my understanding that any item that we are using for diversification cannot be used for promotional purposes without undermining the legitimacy of our diversification. I know that Susan Alter has been working on this and I have seen some correspondence with Hugh Brass.

My recommendation is that PM USA stay away from motorcycle helmets for promotional items to protect our interests in Europe. If this poses a big problem for you, please let's discuss it before we get too far down the road.

Thanks in advance for your cooperation.

cc: S. Alter
D. Dangoor
L. Wexler

RPR:mb
017:A

2040663786

Source: https://www.industrydocuments.ucsf.edu/docs/gkfn0004